

1 I claim:

2       1. A business method for managing after-market product and  
3           service presentations to vehicle purchase customers comprising  
4           the steps of:

5               selecting a computer system with audio and video  
6                   presentation means, and with storage media means;  
7               recording a plurality of audio visual promotional  
8                   presentations onto said storage media means;  
9               selecting and installing an audio visual player software  
10                  routine onto said storage media means, which audio  
11                   visual player software routine, upon actuation,  
12                   plays said audio visual promotional presentations;  
13               selecting and installing a promotional presentation  
14                  management software routine, which promotional  
15                   presentation management software routine: (a)  
16                   presents to a user a start menu into which is  
17                   entered a user identification and selection data for  
18                   selecting one or more audio visual promotional  
19                   presentations which are to be presented to a viewer,  
20               (b) based on said selection data selects said one or  
21                   more promotional presentations and sequentially  
22                   displays same to a viewer, (c) presents a purchase  
23                   menu into which a user inputs data reflective of a

positive or negative purchasing decision, and (d) records into a searchable database a record indicating said selection data, the identity of said one or more promotional presentations, said user identification, the time and date of said actuating of said software, and said data reflective of said positive or negative purchasing decision;

inputting said user identification and selection data into said start menu of said promotional presentation management software routine and actuating said promotional presentation management software routine for initiating said displaying of said one or more promotional presentations; and inputting said data reflective of said positive or negative purchasing decision at the end of said displaying of each said one or more promotional presentations.

2. The method of claim 1 further comprising the steps of:  
searching said searchable database to compile data reflective of data stored by said promotional presentation management software routine.